

First Amendment
U.S. Patent Application Serial No. 09/885,650
Office Action Dated: August 11, 2005
Inventor: Matthew John Bending
Attorney Docket No. 41759-57264

Amendments to the Claims:

The listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended): A method for the rental of advertising space in facilities, comprising:
 - providing an information system which comprises a database associated with at least one processor, the database containing stored data upon a plurality of facilities which have space available for advertising and promotional purposes;
 - allowing access to the database by users so that they may review the stored data and select at least one facility where they wish to use the available advertising space;
 - providing a search engine on the system, the search engine adapted to search the stored data in response to search parameters inputted by the user; and
 - providing a booking capability on the system such that the advertising space at the at least one facility may be booked by the user.
2. (Original): The method of Claim 1, further comprising the step of providing an introduction capability on the system such that the user and the owner of the at least one selected facility may be put in contact with one another.
3. (Canceled).
4. (Canceled).

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5. (Canceled).

6. (Original): The method of Claim 2, wherein the facility owner may access the system via a secure intranet.

7. (Original): The method of Claim 1, wherein the data stored in the database is selected from one or more of the group comprising geographical location, exclusions, pricing structure, footfall statistics, customer demographics, technical data, site dimensions, key retail occupants and site availability.

8. (Original): The method of Claim 1, wherein the user accesses the system via the Internet.

9. (Original): The method of Claim 1, wherein the plurality of facilities are shopping malls.

10. (Currently Amended): A system for the rental of advertising space in facilities, comprising:

- a memory device storing a program;

- a processor in communication with said memory;

- said processor operative with said program to:

- provide a database containing stored data upon a plurality of facilities which have space available for advertising and promotional purposes;

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allow access to the database by users so that they may review the stored data and select at least one facility where they wish to use the available advertising space;

provide a search engine on the system, the search engine adapted to search the stored data in response to search parameters inputted by the user;
and

provide a booking capability on the system such that the advertising space at the at least one facility may be booked by a user.

11. (Original): The system of Claim 10, wherein the processor further provides an introduction capability such that a user may contact the owner of a selected facility directly.

12. (Canceled).

13. (Canceled).

14. (Canceled).

15. (Original): The system of Claim 10, wherein the data stored in the database is selected from one or more of the group comprising geographical location, exclusions, pricing structure, footfall statistics, customer demographics, technical data, site dimensions, key retail occupants and site availability.

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16. (Original): The system of Claim 10, wherein the system is accessed via the Internet.

17. (Original): The system of Claim 10, wherein the system further comprises a telephone help center.

18. (Original): The system of Claim 10, wherein the booking capability further comprises a secure intranet whereby a facility owner may view existing bookings.

19. (Original): The system of Claim 10, wherein the plurality of facilities are shopping malls.